

How to use this report

Underlying data is stored in a Google Sheet
[AVP Page URL](#)

The underlying query that produced this data contains strict filtering that only considers callers (from callrail) that have a call date on the same date as an appointment create date.

It then looks at the first instance of a caller's call date (min) and observes all transactions after that appointment create date. Another way to describe this is conditional lifetime value.

Said another way, this query will exclude many people who may have been patients based on a matched patient record's phone number to a caller id that were browsing our website for any particular reason but because we did not verify the website was being used directly for the purposes of an appointment (at any point in a callers history of calls) we do not consider them in this methodology

This data is not a direct representation of revenue per page, it's a directional estimate to represent a proportion of revenue per page using the law of large numbers.

Finally, the page url revenue formula is modeled after the Google Analytics "[position based](#)" attribution. That is, 40% of the revenue will be assigned to the first and last pages in the entire log of page views for a caller.

Rounding was set to the thousands place, so there will be some rounding errors

(414.892*2) + (69.49441*3) = 1038.26723
829.784 + 208.48323 = 1038.26723

(.4*2)+(.067*3) = 100.00100%

Example

	caller_id	call_date	device_type	page_url	pageview_date	net_amt	credit_attr	url_val
1	303902...	2019-12-31 10:12:59.280	Desktop	https://www.goodeyes.com/locations/sun-city/	2019-09-09 06:54:57.000	1037.23	full_credit	414.892
2	303902...	2019-12-31 10:12:59.280	Desktop	https://www.goodeyes.com/locations/#phoenixlocati...	2019-09-09 06:55:05.000	1037.23	full_credit	69.49441
3	303902...	2019-12-31 10:12:59.280	Desktop	https://www.goodeyes.com/locations/goodyear/	2019-09-09 06:55:11.000	1037.23	full_credit	69.49441
4	303902...	2019-12-31 10:12:59.280	Desktop	https://www.goodeyes.com/comprehensive-retina-su...	2019-09-09 07:19:44.000	1037.23	full_credit	69.49441
5	303902...	2019-12-31 10:12:59.280	Desktop	https://www.goodeyes.com/locations/goodyear/	2019-12-31 10:12:36.000	1037.23	full_credit	414.892

	caller_id	device_type	call_date	page_url	pageview_date	net_amt	credit_attr	rowX211	last_page	perc_attr
1	303902...	Desktop	2019-12-31 10:12:59.280	https://www.goodeyes.com/locations/sun-city/?utm...	2019-09-09 06:54:57.000	1037.23	full_credit	1	5	0.400000...
2	303902...	Desktop	2019-12-31 10:12:59.280	https://www.goodeyes.com/locations/#phoenixlocati...	2019-09-09 06:55:05.000	1037.23	full_credit	2	5	0.067000...
3	303902...	Desktop	2019-12-31 10:12:59.280	https://www.goodeyes.com/locations/goodyear/	2019-09-09 06:55:11.000	1037.23	full_credit	3	5	0.067000...
4	303902...	Desktop	2019-12-31 10:12:59.280	https://www.goodeyes.com/comprehensive-retina-su...	2019-09-09 07:19:44.000	1037.23	full_credit	4	5	0.067000...
5	303902...	Desktop	2019-12-31 10:12:59.280	https://www.goodeyes.com/locations/goodyear/	2019-12-31 10:12:36.000	1037.23	full_credit	5	5	0.400000...

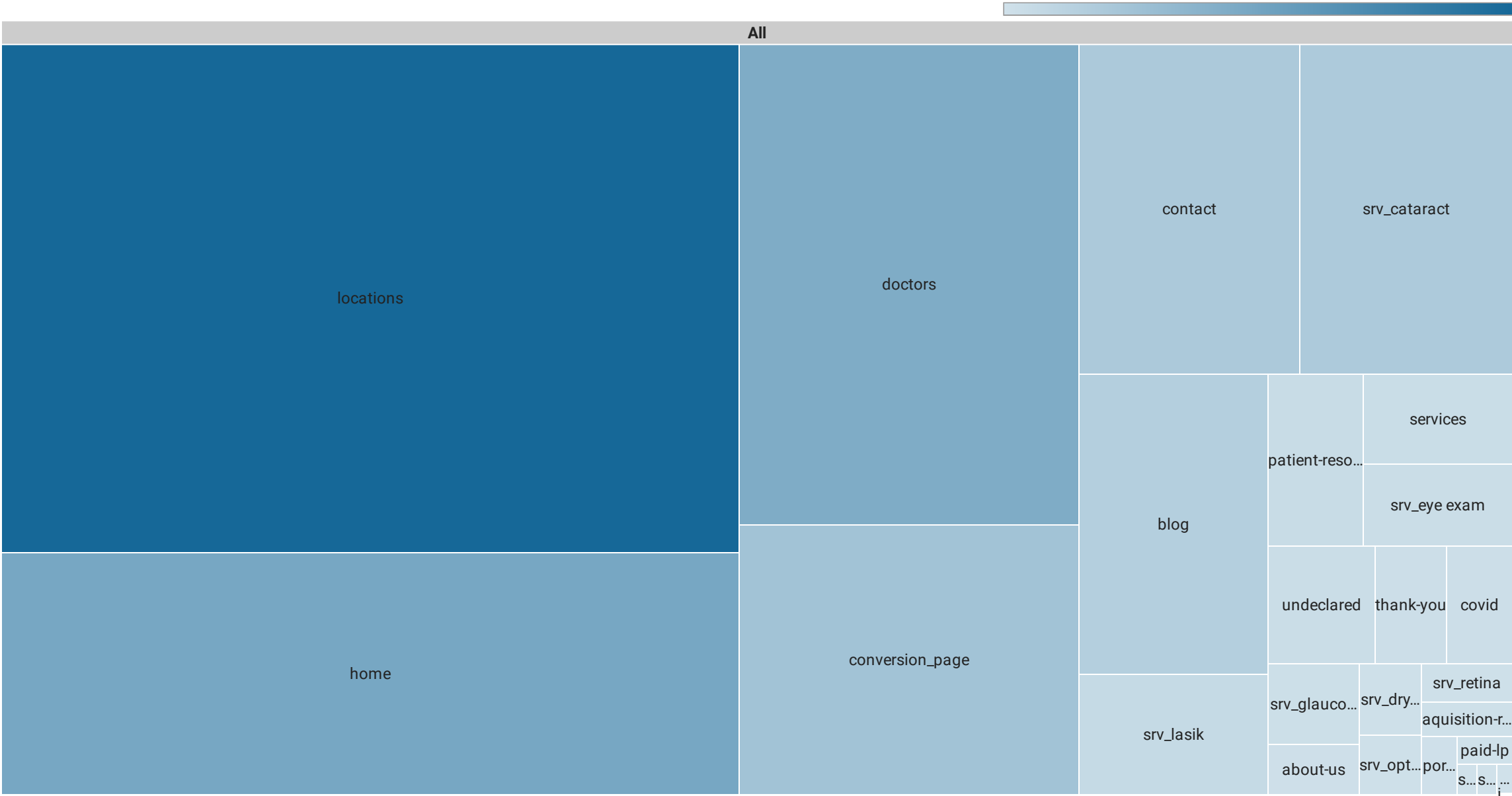
	caller_id	t	call_date	device_type	appt_create_date	€ dDiff
1	303902...		2019-12-31 10:12:59.280	Desktop	2019-12-31 09:13:51.430	0
2	303902...		2019-12-31 10:12:59.280	Desktop	2020-02-07 10:52:30.723	38
3	303902...		2019-12-31 10:12:59.280	Desktop	2020-02-07 10:50:32.743	38
4	303902...		2019-12-31 10:12:59.280	Desktop	2020-02-14 10:35:49.687	45
5	303902...		2019-12-31 10:12:59.280	Desktop	2020-02-18 07:53:26.457	49
6	303902...		2019-12-31 10:12:59.280	Desktop	2020-04-23 15:21:09.753	114
7	303902...		2019-12-31 10:12:59.280	Desktop	2020-04-23 09:25:58.267	114
8	303902...		2019-12-31 10:12:59.280	Desktop	2020-04-29 14:26:28.200	120
9	303902...		2019-12-31 10:12:59.280	Desktop	2020-05-05 14:23:36.890	126
10	303902...		2019-12-31 10:12:59.280	Desktop	2020-05-13 10:35:04.003	134
11	303902...		2019-12-31 10:12:59.280	Desktop	2020-05-22 13:06:18.960	143
12	303902...		2019-12-31 10:12:59.280	Desktop	2020-05-22 12:58:00.147	143
13	303902...		2019-12-31 10:12:59.280	Desktop	2020-05-22 10:21:58.347	143
14	303902...		2019-12-31 10:12:59.280	Desktop	2020-05-27 11:29:28.097	148
15	303902...		2019-12-31 10:12:59.280	Desktop	2020-06-25 15:00:29.893	177
16	303902...		2019-12-31 10:12:59.280	Desktop	2020-07-06 10:50:30.727	188
17	303902...		2019-12-31 10:12:59.280	Desktop	2020-08-13 15:12:30.963	226
18	303902...		2019-12-31 10:12:59.280	Desktop	2020-08-14 11:40:47.633	227
19	303902...		2019-12-31 10:12:59.280	Desktop	2020-08-26 11:12:13.137	239
20	303902...		2019-12-31 10:12:59.280	Desktop	2020-08-28 13:19:45.880	241

Page Type ▾

Brand: BDP, SEC, M&M (3) ▾

Device Type ▾

Brand / Revenue p/ Page			
page_type	BDP	SEC	M&M
locations	\$966,099.88	\$244,778.43	\$37,742.04
home	\$373,885.89	\$155,011.01	\$69,332.06
doctors	\$373,741.97	\$146,766.54	\$24,553.4
conversion_p...	\$233,952.12	\$73,377	-
contact	\$161,838.86	\$47,011.34	\$33,252.39
srv_cataract	\$208,364.27	\$20,532.96	\$6,826.83
blog	\$143,781.23	\$45,043.71	-
srv_lasik	\$64,449.88	\$12,100.78	-
patient-resour...	\$36,507.97	\$16,917.05	\$1,197.98
services	-	\$43,862.9	\$736.63
srv_eye exam	\$41,857.21	-	-
undeclared	\$15,579.63	\$9,697.87	\$16,409.06
thank-you	\$21,229.75	\$6,982.02	\$5.56
covid	\$25,515.05	\$381.72	\$344.31
srv_glaucoma	\$23,730.56	\$560.52	\$64.63
about-us	\$1,105.53	\$13,380.26	\$1,285.11
srv_dry-eye	\$14,142.44	\$354.05	\$98.03
srv_optical	\$10,199.85	\$2,314.42	\$239.37
srv_retina	\$12,001.07	-	-
aquisition-roll...	-	\$10,735.9	-
portal	\$4,586.01	\$1,338.25	\$1,281.02
paid-lp	-	\$5,172.83	-
srv_macular	\$291.7	\$1,705.41	\$169.92
srv cornea	\$2,126.22	-	\$21.01





AVP PAGE ANALYSIS

TOP 10 PAGES

Page View Time (tt)



Device Type



Barnet•Dulaney•Perkins

EYE CENTER

device_type / Revenue p/ Page					
Top 30 - page_url	page_type	Desktop	Mobile	null	Grand total
https://www.goodeyes.com/	home	\$289,543.65	\$76,498.1	\$7,584.82	\$373,626.56
https://www.goodeyes.com/locations/	locations	\$121,180.63	\$62,449.2	\$3,782.49	\$187,412.33
https://www.goodeyes.com/contact-us/	contact	\$98,028.08	\$45,780.75	\$1,784.06	\$145,592.88
https://www.goodeyes.com/our-doctors/	doctors	\$96,400.32	\$48,757.32	\$435.12	\$145,592.77
https://www.goodeyes.com/locations/phoenix/	locations	\$66,540.6	\$66,599.27	\$4,386.6	\$137,526.47
https://www.goodeyes.com/locations/mesa/	locations	\$89,377.89	\$46,225.05	\$1,062.96	\$136,665.91
https://www.goodeyes.com/laser-cataract-surgery/	srv_cataract	\$79,152.13	\$46,740.02	\$4,701.21	\$130,593.36
https://www.goodeyes.com/schedule-eye-exam/	conversion_page	\$54,677.15	\$59,584.7	\$2,705.92	\$116,967.77
https://www.goodeyes.com/locations/sun-city/	locations	\$77,669.54	\$20,063.11	\$4,645.74	\$102,378.39
https://www.goodeyes.com/schedule-online/	conversion_page	\$46,718.61	\$51,362.54	\$1,339.77	\$99,420.91
Grand total (331) ⓘ		\$1,660,947.28	\$1,010,258.98	\$65,646.03	\$2,736,852.29



Southwestern

EYE CENTER®

device_type / Revenue p/ Page					
Top 50 - page_url	page_type	Desktop	Mobile	null	Grand total
https://www.sweye.com/	home	\$99,820.53	\$54,392.46	\$798.01	\$155,011.01
https://www.sweye.com/request-an-appointment/	conversion_page	\$38,913.95	\$21,336.49	\$146.36	\$60,396.8
https://www.sweye.com/contact-us/	contact	\$18,901.95	\$28,036.54	\$72.85	\$47,011.34
https://www.sweye.com/eye-doctors/ophthalmologists/	doctors	\$31,124.3	\$4,320.32	-	\$35,444.62
https://www.sweye.com/locations/	locations	\$26,512.37	\$6,843.61	\$5.2	\$33,361.18
https://www.sweye.com/services/general-eye-care/	services	\$13,931.43	\$16,387.63	\$595.51	\$30,914.57
https://www.sweye.com/locations/mesa-stapley/	locations	\$18,268.84	\$12,062.02	-	\$30,330.86
https://www.sweye.com/locations/scottsdale-bell-rd/	locations	\$23,136.06	\$6,379.42	-	\$29,515.48
https://www.sweye.com/eye-doctors/	doctors	\$18,875.27	\$2,274.18	-	\$21,149.45
https://www.sweye.com/our-locations/	locations	\$8,339.84	\$6,172.33	-	\$14,512.17
Grand total (321) ⓘ		\$525,949.83	\$329,392.01	\$2,683.14	\$858,024.97



AVP PAGE ANALYSIS

TOP 10 PAGES

minor discrepancies compared to dynamic data is to be expected. the following static image was last updated sometime in August 2020

	Brand	page_url	Sum Rev	Last Hotjar Heatmap	Capture date	Scroll Desktop 45%	Scroll Desktop 45% Px	Scroll Mobile 45%	Scroll Mobile 45% Px
1.	BDP	https://www.goodeyes.com/	\$373,627.00	https://insights.hotjar.com...	2019-11-04	25% <div></div>	1,231 <div></div>	35% <div></div>	2,303 <div></div>
2.	BDP	https://www.goodeyes.com/locations/	\$187,412.00	https://insights.hotjar.com...	2019-11-21	55% <div></div>	1,567 <div></div>	42% <div></div>	2,025 <div></div>
3.	SEC	https://www.sweye.com/	\$155,011.00	https://insights.hotjar.com...	2019-10-02	100% <div></div>	4,839 <div></div>	40% <div></div>	2,170 <div></div>
4.	BDP	https://www.goodeyes.com/our-doctors/	\$145,593.00	https://insights.hotjar.com...	2019-11-04	65% <div></div>	4,421 <div></div>	50% <div></div>	11,283 <div></div>
5.	BDP	https://www.goodeyes.com/contact-us/	\$145,593.00	https://insights.hotjar.com...	2019-09-09	100% <div></div>	1,731 <div></div>	85% <div></div>	2,344 <div></div>
6.	BDP	https://www.goodeyes.com/locations/phoenix/	\$137,526.00	https://insights.hotjar.com...	2019-11-04	35% <div></div>	1,700 <div></div>	20% <div></div>	2,581 <div></div>
7.	BDP	https://www.goodeyes.com/locations/mesa/	\$136,666.00	null	null	null <div></div>	null <div></div>	null <div></div>	null <div></div>
8.	BDP	https://www.goodeyes.com/laser-cataract-surgery/	\$130,593.00	https://insights.hotjar.com...	2019-11-04	null <div></div>	null <div></div>	null <div></div>	null <div></div>
9.	BDP	https://www.goodeyes.com/schedule-eye-exam/	\$116,968.00	https://insights.hotjar.com...	2019-11-18	85% <div></div>	1,484 <div></div>	85% <div></div>	2,307 <div></div>
10.	BDP	https://www.goodeyes.com/locations/sun-city/	\$102,378.00	null	null	null <div></div>	null <div></div>	null <div></div>	null <div></div>
11.	BDP	https://www.goodeyes.com/schedule-online/	\$99,421.00	https://insights.hotjar.com...	2019-11-04	97% <div></div>	1,200 <div></div>	85% <div></div>	2,150 <div></div>
12.	M&M	https://www.visionprescott.com/	\$69,332.00	null	null	null <div></div>	null <div></div>	null <div></div>	null <div></div>
13.	SEC	https://www.sweye.com/request-an-appointment/	\$60,397.00	null	null	null <div></div>	null <div></div>	null <div></div>	null <div></div>
14.	SEC	https://www.sweye.com/contact-us/	\$47,011.00	null	null	null <div></div>	null <div></div>	null <div></div>	null <div></div>
15.	SEC	https://www.sweye.com/eye-doctors/ophthalmologi...	\$35,445.00	null	null	null <div></div>	null <div></div>	null <div></div>	null <div></div>
16.	SEC	https://www.sweye.com/locations/	\$33,361.00	https://insights.hotjar.com...	2019-10-02	53% <div></div>	2,100 <div></div>	37% <div></div>	2,750 <div></div>
17.	M&M	https://www.visionprescott.com/contact-us/	\$33,095.00	null	null	null <div></div>	null <div></div>	null <div></div>	null <div></div>
18.	SEC	https://www.sweye.com/services/general-eye-care/	\$30,915.00	null	null	null <div></div>	null <div></div>	null <div></div>	null <div></div>
19.	SEC	https://www.sweye.com/locations/mesa-stapley/	\$30,331.00	null	null	null <div></div>	null <div></div>	null <div></div>	null <div></div>
20.	SEC	https://www.sweye.com/locations/scottsdale-bell-rd/	\$29,515.00	null	null	null <div></div>	null <div></div>	null <div></div>	null <div></div>
21.	SEC	https://www.sweye.com/eye-doctors/	\$21,149.00	null	null	null <div></div>	null <div></div>	null <div></div>	null <div></div>
22.	M&M	https://www.visionprescott.com/doctors/	\$18,659.00	null	null	null <div></div>	null <div></div>	null <div></div>	null <div></div>
23.	M&M	https://www.visionprescott.com/prescott-sandretto/	\$17,597.00	null	null	null <div></div>	null <div></div>	null <div></div>	null <div></div>
24.	M&M	https://www.visionprescott.com/office-locations/	\$17,421.00	null	null	null <div></div>	null <div></div>	null <div></div>	null <div></div>
25.	VIS	https://www.visageplastics.com/	\$16,491.00	null	null	null <div></div>	null <div></div>	null <div></div>	null <div></div>
26.	SEC	https://www.sweye.com/our-locations/	\$14,512.00	null	null	null <div></div>	null <div></div>	null <div></div>	null <div></div>
27.	M&M	https://www.visionprescott.com/cataract-surgery/	\$6,808.00	null	null	null <div></div>	null <div></div>	null <div></div>	null <div></div>
28.	VIS	https://www.visageplastics.com/surgeons/dr-zachar...	\$5,907.00	null	null	null <div></div>	null <div></div>	null <div></div>	null <div></div>
29.	M&M	https://www.visionprescott.com/prescott-sandretto/	\$4,510.00	null	null	null <div></div>	null <div></div>	null <div></div>	null <div></div>